

We claim:

1. A method for incorporating content on a web page comprising:  
identifying the content on a different web page;  
describing a structure of the content on the different web page;  
storing the described structure;  
retrieving the identified content from the different webpage in real time;  
comparing a structure of the retrieved content to the stored structure; and  
incorporating the retrieved content on the web page only if the structure of the retrieved content matches the stored structure.
2. The method according to claim 1, wherein if the structure of the retrieved content does not match the stored structure, the method further comprising:  
generating a new window; and  
displaying the retrieved content in a new window.
3. The method according to claim 2, further comprising:  
sending an alert to an administrator indicating that the structure of the retrieved content does not match the stored structure.
4. The method according to claim 3, further comprising:  
re-describing the structure of the retrieved content; and  
storing the re-described structure.
5. The method according to claim 1, wherein the step of identifying the content further comprises:  
identifying the content by tags.
6. The method according to claim 1, wherein the step of incorporating the content further comprises:

rendering the content in a look and feel of the web page.

7. A method for incorporating content on a web page comprising:  
identifying the content on a web site not containing the web page;  
describing a structure of the content;  
storing the described structure;  
retrieving different content from the website in real time;  
comparing a structure of the retrieved different content to the stored structure; and

incorporating the retrieved different content on the web page only if the structure of the retrieved different content matches the stored structure.

8. The method according to claim 7, wherein if the structure of the retrieved different content does not match the stored structure, the method further comprising:

generating a new window; and  
displaying the retrieved different content in a new window.

9. The method according to claim 8, further comprising:  
sending an alert to an administrator indicating that the structure of the retrieved different content does not match the stored structure.

10. The method according to claim 9, further comprising:  
describing the structure of the retrieved different content; and  
storing the described structure of the retrieved different content.

11. The method according to claim 7, wherein the step of identifying the content further comprises:  
identifying the content by tags.

12. The method according to claim 7, wherein the step of incorporating the content further comprises:

rendering the content in a look and feel of the web page.

13. A method for incorporating content on a web page comprising:  
storing a list of at least one proscribed Uniform Resource Locators (URLs)  
and a corresponding alternative URL;

identifying the content on a different web page, the content containing the  
at least one proscribed URL;

retrieving the content from the different web page in real time;

incorporating the retrieved content on the web page; and

activating the corresponding alternative URL if the at least one proscribed  
URL is selected.

14. The method according to claim 13, further comprising:

storing a plurality of proscribed URLs and corresponding alternative URLs;

and

activating a corresponding alternative URL whenever a proscribed URL is  
selected.

15. The method according to claim 13, further comprising:

storing a second proscribed URLs without a corresponding alternative  
URLs; and

activating the proscribed URL in a new window if the proscribed URL is  
selected.

16. The method according to claim 13, wherein the web page is customized  
for a particular user, wherein proscribed URL contains information not customized for the  
user and wherein the corresponding alternative URL is customized for the user.

17. The method according to claim 16, wherein information on the proscribed URL is inconsistent with information the corresponding alternative URL.

18. The method according to claim 16, wherein corresponding alternative URL contains customized pricing information.

19. A method for incorporating content on a web page comprising:  
identifying first content on a different web page;  
identifying second content on a web site not containing the web page;  
describing a structure of the first content, the structure being denoted as a first structure;  
describing a structure of the second content, the structure being denoted as a second structure;  
storing the first and second structures;  
retrieving the first content from the different webpage in real time;  
comparing a structure of the retrieved first content to the stored first structure;  
incorporating the retrieved first content on the web page only if the structure of the retrieved content matches the stored structure;  
retrieving second content from the website in real time;  
comparing a structure of the retrieved second content to the stored second structure; and  
incorporating the retrieved second content on the web page only if the structure of the retrieved second content matches the stored second structure.

20. The method according to claim 19, further comprising:  
establishing a secure session with the web site.

21. A method for incorporating content on a web page comprising:

- identifying first content on a different web page;
- identifying second content on a web site not containing the web page;
- describing a structure of the first content, the structure being denoted as a first structure;
- describing a structure of the second content, the structure being denoted as a second structure;
- storing the first and second structures;
- storing a list of at least one proscribed Uniform Resource Locators (URLs) and a corresponding alternative URL;
- retrieving the first content from the different webpage in real time;
- comparing a structure of the retrieved first content to the stored first structure;
- incorporating the retrieved first content on the web page only if the structure of the retrieved content matches the stored structure;
- retrieving second content from the website in real time;
- comparing a structure of the retrieved second content to the stored second structure;
- incorporating the retrieved second content on the web page only if the structure of the retrieved second content matches the stored second structure; and
- activating the corresponding alternative URL if the at least one proscribed URL is selected from either the incorporated first content or the incorporated second content.